What is claimed is:

1. A method by which a multimedia presentation editor hosted by
a communication or computing terminal (10) having a display
device (10a), interfaces with a user so as to allow the user to
5   create or edit a presentation (20) including a slide (21) in
turn including a plurality of objects (21 22a-c) for display in
playing the presentation (20), characterized by:

a step (51) in which the objects (23a-c) in each set of
objects of the slide (21) to be displayed successively one
10   after the other when the presentation (20) is played are
instead assembled by the editor one under another in
respective columns (25a), and each single object (22) of the
slide (21) to be displayed continuously on the slide (21) when
the presentation (20) is played are also assembled by the
15   editor in respective one-object columns (25a), thereby
providing a plurality of columns (25a-b), wherein at least one
of the columns (25a) has a plurality of objects (23a-c); and

a step (52) in which the editor displays at the same time
each column (25a-b) side-by-side with each other column (25a-
20   b) on the display device (10a);

the objects (22 23a-c) of the slide (21) thus forming on
the display device (10a) when displayed by the editor one or
more side-by-side vertical columns (25a-b) some of which may
include only a single object and some of which include more
25   than one object, thereby providing that some parts of the
slide (21) may remain fixed while the slide (21) is displayed
in play mode and some parts will change.

2. A method as in claim 1, wherein the multimedia presentation
(20) is for communication as an MMS message.

30   3. A method as in claim 1, wherein SMIL is used with the editor

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to prescribe how the multimedia presentation (20) is to be played.

4. A computer program product comprising: a computer readable storage structure embodying computer program code thereon for execution by a computer processor in a communication or computing terminal (10), with said computer program code characterized in that it includes instructions for performing the steps of the method of claim 1.

5. A communications or computing terminal (10) having a display device (10a) and including a multimedia presentation editor for creating or editing a presentation (20) including a slide (21) in turn including a plurality of objects (21 22a-c) for display in playing the presentation (20), characterized in that the editor comprises:

 means (51) by which the objects (23a-c) in each set of objects of the slide (21) to be displayed successively one after the other when the presentation (20) is played are instead assembled by the editor one under another in respective columns (25a), and each single object (22) of the slide (21) to be displayed continuously on the slide (21) when the presentation (20) is played are also assembled by the editor in respective one-object columns (25a), thereby providing a plurality of columns (25a-b), wherein at least one of the columns (25a) has a plurality of objects (23a-c); and

 means (52) by which the editor displays at the same time each column (25a-b) side-by-side with each other column (25a-b) on the display device (10a);

 the objects (22 23a-c) of the slide (21) thus forming on the display device (10a) when displayed by the editor one or more side-by-side vertical columns (25a-b) some of which may include only a single object and some of which include more than one object, thereby providing that some parts of the

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slide (21) may remain fixed while the slide (21) is displayed in play mode and some parts will change.

6. A communications or computing terminal (10) as in claim 5, wherein the multimedia presentation (20) is for communication as an MMS message.

7. A communications or computing terminal (10) as in claim 5, wherein SMIL is used with the editor to prescribe how the multimedia presentation (20) is to be played.

8. A telecommunications network including a plurality of telecommunications terminals (10) at least one of which is according to claim 5.